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EASTERN ILLINOIS UNIVERSITY
Charleston, Illinois

news

November 8, 1985

Local/Area

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FOR IMMEDIATE RELEASE

CHARLESTON, IL--The name of Eastern Illinois University will be carried halfway around the world by a faculty member early next year.

Dr. Yunus Kathawala, Management and Marketing, will add prominence to the name at an International marketing conference in New Delhi, India.

Kathawala has been chosen from a select field to head the North American delegation to the conference which will help South Asian nations to better market their products.

Theme of the conference, scheduled for January, is "Marketing Strategy for South Asia." Included among the co-sponsors of conference are the Canadian School of Management, Australian Marketing Institute, Marketing Association of Pakistan, Istanbul University, and the United Kingdom Institute of Marketing.

"I look at it as an international meeting where I will bring the name of Eastern Illinois University," said Kathawala, "It will help EIU because it is an international meeting and I will be a representative both from the school and from North America."

Kathawala will also talk about cooperative programs between India and their largest trading partner, the United States.

"There's a lot of interest from American companies wanting to set up in India and vice-versa," said Kathawala.

Dr. Ted Ivarie, Dean of the College of Business at Eastern, sees Kathawala's position as very important to local economic growth. "I think that Dr. Kathawala is a very important link and trade ambassador, not only for Eastern, but for trade in this entire area and in this country. I think that's pretty significant," said Ivarie.

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Kathawala

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Eastern President Stanley Rives has strongly encouraged faculty to become involved in activities like this conference. "Our faculty need to take a lead role in trying to stimulate this kind of thinking to bring about economic growth," said Rives.

When the conference is over, Kathawala hopes to have come up with some solution to help trade in South Asian nations, and a piece of Eastern Illinois University will be left 13,000 miles away.